

For: Zebu Forno Franchise LLC, Red Bank, N.J.
From: Parness & Associates, Aberdeen, NJ

For Immediate Release

**ZEBU FORNO SIGNS AGREEMENT WITH NEW FRANCHISEE
FOR EUROPEAN-STYLE CAFÉ IN HUDSON COUNTY**

RED BANK, N.J. (9/19/07)—Zebu Forno, a European-style bakery and café offering fare for the morning, afternoon and evening day-parts, has signed a franchise agreement with northern New Jersey foodservice industry veterans Gallucci Associates to open a 3,000-square-foot location in Hudson County's Hoboken-Jersey City area.

“We are actively looking at prime storefront sites in both cities for our first northern New Jersey location,” said Andrew Gennusa, president of Red Bank-based Zebu Forno Franchise LLC. “With their thriving central business districts and growing bases of young affluent residents, both markets provide strong traffic from morning through late evening, seven days a week. Although their initial franchise agreement covers a single unit, Gallucci Associates has expressed interest in operating multiple locations and has the infrastructure and track record to execute such a plan. Our objective is for this highly experienced operator to open in one of these cities in the fourth quarter of 2007 or early 2008, followed by a second location in the other city at a later date.”

Through its primary entity, Suzon Dining Services, the Teaneck, N.J.-based Gallucci currently operates corporate dining facilities in Bergen and Essex counties, including the headquarters buildings of Columbia Bank and Kearny Federal Savings.

“We had been considering developing a bakery-café concept on our own, but after visiting Zebu's successful locations in Red Bank and Holmdel, and learning about the extensive support they give to their franchisees, we came to the conclusion that it would be best to do this within the framework of a franchise system,” said Jeff Gallucci, 30, president of Gallucci Associates, and a 10-year veteran of the foodservice industry. “We are pleased to get in on the ground floor of Zebu's efforts to build a regional brand in the New Jersey and Eastern Pennsylvania area.”

Zebu Forno's menu includes fresh-baked breads, muffins, bagels, and pastries; breakfast sandwiches; omelets; homemade soups; Panini sandwiches, wraps and other hot and cold sandwiches served on home-baked breads; handmade thin-crust pizzas; fresh salads; quiche; gelato; fresh fruit cups; espresso drinks; a variety of coffees and teas; and a soft drink selection that includes Boylan's soda on tap. All menu items are available for takeout, augmented by a selection of fresh-baked goods, Zebu travel mugs and other branded items merchandised throughout the stores.

The chain's locations are designed to convey a sense of a ‘town gathering place’—a relaxed setting where people of all ages can meet and sit for hours without feeling pressured. Features include free Wi-Fi, flat screen TVs, satellite music, brick walls, wood plank flooring, original murals celebrating great artists of the past, and seating at conventional tables, stool-height tables and in groupings of Indonesian roll back easy chairs.

Zebu's flagship company-owned location opened in 2001 on Broad Street in downtown Red Bank. Annual sales at the Red Bank location exceed \$1 million and have been growing at a 10%-plus rate since 2004. The brand launched its franchise program earlier this year with the opening of a 3,000-square-foot location in The Commons at Holmdel, a major lifestyle center in northern Monmouth County.

Gallucci Associates was founded in 1985 by construction and development industry veteran Glen Gallucci. In addition to corporate food management services, the firm's holdings included Soup's On, a

retailer and wholesale purveyor of high-end soups, whose accounts included such specialty grocers as Balducci's, Burke & Burke, Dean & DeLuca, and Gracies Market Place. Jeff Gallucci joined his father's company in 1997. Since that time, he has worked in all areas of the business, from manning the counter to menu planning, purchasing, facility design and managing on-site teams. He was named president in 2002 and was subsequently joined in the business by brothers Paul and Michael.

“Like our first franchisee in Holmdel, Jeff Gallucci epitomizes our intention to selectively build Zebu Forno into a strong regional brand through a program that focuses on experienced, hands-on operators who are passionate about the business,” concluded Gennusa.

For Zebu Forno franchise information, visit the company's website, www.zebuforno.com.
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